

Demographic Profile of Micro, Small and Medium Entrepreneurs in South Eastern Region (SER) of Sri Lanka

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Abstract: Kotler (1997) defines demographic variables as demographic characteristics such as age, gender, family size, income, occupation, and so on. Demographic profile of entrepreneurs is the demographic characteristics of micro, small and medium entrepreneurs who run entrepreneurships in South Eastern Region. Objective of this research is to identify the demographic profile of Micro, Small and Medium Entrepreneurs in South Eastern Region of Sri Lanka. Population includes all Micro, Small and Medium Entrepreneurs (MSME) operating in South Eastern Region (SER). 121 entrepreneurs have been selected as sample size using convenience sampling method. Data are presented and analyzed using Excel with a version of 2007. It is found that there are 57, 54 and 10 Micro, Small and Medium Entrepreneurs who engage in micro, small and medium enterprises. Majority of the entrepreneurs who fall in the age category of 35 to 49 are young. Male entrepreneurs dominate female entrepreneurs. A majority of the entrepreneurs have 3 to 4 children as their family size. Entrepreneurs hide their definite income from their enterprises. Also, they occupy different roles in their business depending on the situation. A large number of entrepreneurs have studied G. C. E. (O/L) and G. C. E. (A/L). It is concluded that age, gender, family size, income, occupation and education have been identified as demographic profile of MSME in SER of Sri Lanka.

Keywords: Demographic Profile, South Eastern Region